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NREL Highlights Leading Utility Green Power Programs

Pricing programs give consumers clean power choices

Golden, Colo., February 20, 2003 – The U.S. Department of Energy's (DOE) National Renewable Energy Laboratory (NREL) today released its annual ranking of leading utility "green pricing" programs. Under green pricing, consumers can choose to help support additional electrical production from renewable resources such as solar and wind. More than 300 utilities in 32 states now offer these programs.

Using information provided by utilities, NREL develops "Top 10" rankings of utility programs in the following categories: total sales of renewable energy to program participants, total number of customer participants, customer participation rate, and the lowest price premium charged for a green pricing service using new renewable resources.

Ranked by sales of green power, the green pricing program of Austin (Texas) Energy is first in the nation, followed by Sacramento Municipal Utility District, Xcel Energy (Colo.), the Los Angeles Department of Water and Power (LADWP), and Portland General Electric.

Ranked by customer participation rates, the top five are Moorhead (Minn.) Public Service, Orcas Power and Light Cooperative (Wash.), LADWP, Holy Cross Energy (Colo.), and Central Electric Cooperative (Oregon). (See attached tables for additional rankings).

"The utilities represented on these lists provide leading examples of how renewable energy can be successfully marketed to electricity customers," said Lori Bird, senior energy analyst at NREL. "Whether large or small, all utilities have the potential to craft successful green pricing programs."

To date, more than 425 megawatts (MW) of renewable energy capacity has been installed or is planned as a result of green pricing programs. Utility green pricing programs are one segment of a larger green power marketing industry that serves more than 400,000 customers nationwide and has resulted in nearly 1,500 MW of actual or planned renewable energy development.

"Utility green pricing programs are an important mechanism for creating greater consumer awareness of renewable energy options across the country," said Blair Swezey, NREL principal policy advisor. "Consumers want to support renewable energy and these programs offer a vehicle through which to do that."

NREL's Energy Analysis Office performs analyses of green power market trends and is funded by DOE's Office of Energy Efficiency and Renewable Energy.

NREL is a national laboratory managed by Midwest Research Institute, Battelle and Bechtel. The lab is a leading center for research into photovoltaics, wind energy, plant- and waste-derived fuels and chemicals, energy-efficient buildings, advanced vehicle design, geothermal energy and hydrogen fuel cells.

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Green Pricing Program Renewable Energy Sales
(as of December 2002)

Rank	Utility	Resources Used	Sales (kWh/year)	Sales (Average MW)^a
1	Austin Energy	Wind, landfill gas, solar	251,520,000	28.7
2	Sacramento Municipal Utility District	Landfill gas, wind, solar	104,344,000 ^b	11.9
3	Xcel Energy	Wind and solar	103,739,000 ^c	11.8
4	Los Angeles Department of Water and Power	Wind and landfill gas	66,666,000 ^d	7.6
5	Portland General Electric ^e	Wind and geothermal	57,989,000	6.6
6	PacifiCorp ^e	Wind and geothermal	55,615,000	6.3
7	Tennessee Valley Authority	Wind, biomass, landfill gas, solar	35,955,000	4.1
8	We Energies	Landfill gas, wind, hydro	35,161,000	4.0
9	Puget Sound Energy	Wind and solar	20,334,000	2.3
10	Madison Gas & Electric	Wind	15,593,000	1.8

^a An "average megawatt" is a consistent measure of capacity equivalent that assumes the capacity operates continuously.

^b Includes an estimated 3 million kWh of generation from the 1.9 MW of PV installed through the PV Pioneers program.

^c Includes an estimated 175,000 kWh of generation from the 100 kW of PV installed through the Renewable Energy Trust program.

^d Data for 2001 from program audit conducted by the Los Angeles City Controller, August 2002.

^e Marketed in partnership with Green Mountain Energy Company.

**Total Number of Customer Participants
(as of December 2002)**

Rank	Utility	Program Name(s)	Participants
1	Los Angeles Department of Water and Power	<i>Green Power for a Green LA</i>	72,732 ^a
2	Xcel Energy	<i>Windsorce Renewable Energy Trust</i>	32,600 ^b
3	PacifiCorp ^c	<i>Blue Sky Renewable Usage Salmon-Friendly</i>	20,028
4	Portland General Electric ^c	<i>Clean Wind Power Renewable Usage Salmon-Friendly</i>	19,623
5	Sacramento Municipal Utility District	<i>Greenenergy PV Pioneers</i>	19,172 ^d
6	We Energies	<i>Energy for Tomorrow</i>	11,014
7	Alliant Energy	<i>Second Nature</i>	7,280
8	Austin Energy	<i>GreenChoice</i>	6,725
9	Tennessee Valley Authority	<i>Green Power Switch</i>	6,487
10	Wisconsin Public Service	<i>SolarWise for Schools NatureWise</i>	5,644 ^e

^a Includes 41,833 lifeline/low-income customers that have signed up for green power but do not pay a premium.

^b There were 9,420 participants in the *Renewable Energy Trust* program as of December 2002. About 20% of these customers also participate in the *Windsorce* program.

^c Marketed in partnership with Green Mountain Energy Company.

^d About 800 customers participate in the *PV Pioneers* program.

^e A total of 1,048 customers participate in the *NatureWise* program. There are 204 customers that participate in both of the utility's green power programs.

Customer Participation Rate
(as of December 2002)

Rank	Utility	Program Name(s)	Customer Participation Rate	Program Start Date
1	Moorhead Public Service	<i>Capture the Wind</i>	5.8%	1998
2	Orcas Power & Light	<i>Green Power</i>	5.5%	1999
3	Los Angeles Department of Water and Power	<i>Green Power for a Green LA</i>	5.2% ^a	1999
4	Holy Cross Energy	<i>Wind Power Pioneer Local Renewable Energy Pool</i>	4.9%	1998
5	Central Electric Cooperative ^b	<i>Green Power</i>	3.7%	1999
6	Madison Gas & Electric	<i>Wind Power Program</i>	3.6%	1999
6	Sacramento Municipal Utility District	<i>Greenergy, PV Pioneers</i>	3.6%	1997
8	Preston Public Utilities ^c	<i>Wind Power</i>	3.4%	2000
9	Cass County Electric Cooperative ^d	<i>Infinity Wind Energy</i>	3.1%	1999
10	Cedar Falls Utilities	<i>Wind Energy Electric Project</i>	3.0%	1999
10	Eugene Water & Electric Board	<i>EWEB Wind Power</i>	3.0%	1999

^a Includes lifeline/low-income customers that have signed up for green power but do not pay a premium.

^b Supplied by the Pacific Northwest Generating Cooperative.

^c Supplied by Southern Minnesota Municipal Power Agency.

^d Supplied by Minnkota Power Cooperative.

Price Premium Charged for New, Customer-Driven Renewable Power^a
(as of December 2002)

Rank	Utility	Resources Used	Premium
1	Clallam County Public Utility District	Landfill gas	0.70¢/kWh
2	Roseville Electric	Reinjected geothermal and solar	1.00¢/kWh
2	Sacramento Municipal Utility District	Landfill gas, hydro, wind	1.00¢/kWh
4	Pacific County Public Utility District	Wind and hydro	1.05¢/kWh
5	Austin Energy ^b	Wind, solar, landfill gas	1.08¢/kWh
6	Eugene Water and Electric Board	Wind	1.30¢/kWh
7	City of Bowling Green (Ohio)	Small hydro and solar	1.35¢/kWh
7	Dakota Electric Association	Wind	1.35¢/kWh
9	Clark Public Utilities	Wind and solar	1.50¢/kWh
9	Great River Energy ^c	Wind	1.50¢/kWh
9	Oregon Trail Electric Cooperative	Wind	1.50¢/kWh
9	Moorhead Public Service ^d	Wind	1.50¢/kWh

^a Includes only programs that have installed or announced firm plans to install or purchase power from new renewable resources.

^b Price premium for customers who signed up for phase two of program. Customers are exempt from fuel charges.

^c Suggested retail price for member distribution cooperatives.

^d Adjusted to reflect the cost of 100% new wind power.